

BuyBox

BuyBox secures 1.7M€ Series A financing round with Iris Capital and Midi Capital Blueprint Advisors acted as Sole Manager of the transaction.

PARIS, GENEVA – January 22nd, 2013 - Blueprint Advisors, a leading European corporate finance boutique focusing exclusively on High Tech and Media industries, today announced the closing of a €1.7 million capital raising for BuyBox. Iris Capital led this Series A round and was joined by Midi Capital. This financing will be used to develop the product portfolio and the international deployment.

BuyBox offers a simple SaaS platform for Groups and Social Payments. BuyBox allows e-merchants to easily collect and organize added value payments, from sharing the purchase of an expensive item to issuing their own merchant' social gift cards.

BuyBox customers include Celio, Wonderbox and Micromania and partners include Atos Worldline and LaSer. Web and mobile agencies can easily integrate BuyBox into their offers for e-merchants customers.

Marc Guedj, CEO of BuyBox, says: *"We want to thank Blueprint for its relentless commitment and support. In fact they go well beyond fund-raising: in our case, they fostered our business development and helped us formalize our go-to-market strategy."*

Marc Chancerel, Partner at Blueprint Advisors commented: *"BuyBox is a SaaS platform built for merchants, which directly improves their bottom line. When we looked at all these benefits and the quality of their first commercial partners, it was obvious that BuyBox had terrific assets. I am very happy Marc found the right investors to help him grow fast."*

This financing underlines Blueprint Advisors' strong commitment to the ecommerce and payment sectors.

For more information

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About Blueprint Advisors

Blueprint Advisors is a European corporate finance boutique focusing on Technology, Media and Telecom industries. With a team based in Paris and Geneva and a network of partners in Silicon Valley and Singapore, Blueprint advises high growth companies on Mergers & Acquisitions and Fundraisings. Thanks to its broad international experience in the TMT sectors, the Team has delivered more than 50 successful transactions, ranging from 1 to 40m€.